



Join the City of Cambridge in celebrating arts and culture in our community!

The 2005 Cambridge River Festival's theme is "Ripple." However, this initiative does not require you to design your installation around a specific theme. We are looking for artists to use their work to engage the community in an interesting way. We will place artist statements in each window, once we near the completion date. Let your imaginations run wild!

If you would like to participate in Art Up Front this June, please:

1. Complete and return this application to the Cambridge Arts Council by **Monday, April 4, 2005**.
2. Artists are required to submit no less than **three (3) photographs or slides of prior work**.
3. Artists must also submit a brief **proposal of intent**.

Artist Name and/or Organization _____

Address _____ City _____ State _____ Zip _____

Home Phone _____ Work Phone _____ Fax _____

Email address _____ Web address _____

1. Businesses are given the option of participating in Art Up Front for one week, two weeks, or three weeks prior to the Cambridge River Festival. Installation begins on Sunday, and all work must be taken down on Sunday, June 19. Please check all installation dates for which you are available.
☐ Sunday, May 29th
☐ Sunday, June 5th
☐ Sunday, June 12th
2. Would you be interested in participating in an Unveiling Ceremony in the neighborhood of your installation?
☐ yes ☐ no
3. Do we have permission to use your slides for publicity? CAC will credit all images.
☐ yes ☐ no

Once you have read the guidelines and completed the artist application, please sign below and mail application, photos/slides, and proposal to CAC. The guidelines page should be kept for your records.

By signing this document, you are hereby releasing and agree to hold harmless the Cambridge Arts Council, the City of Cambridge, and the participating business from any liabilities and/or damage that may occur during the Art Up Front initiative.

Artist Signature _____ Date _____

Thank you! Please return this form by Monday, April 4, 2005 to:

Art Up Front
Cambridge Arts Council
344 Broadway
Cambridge, MA 02139

For questions or further information, please call Elizabeth White at 617/349-4385

Art Up Front

Artist Invitation



There is no application fee for artists or businesses to participate, and no stipends will be distributed. This initiative is a community-building event, designed to bolster recognition for the arts. Both artists and businesses have a mutual benefit by participating. This initiative will provide a role for visual artists in a community art celebration, exposure for their work, an environment in which they can connect with the community, and significant participation in a festival that celebrates the arts in Cambridge. Art Up Front will provide local businesses with the opportunity to show the community they are committed to Cambridge and understand the importance of arts and culture. Participation provides a potential for attracting new customers by creating a visually engaging storefront and an opportunity to have their business name included in Cambridge River Festival materials and an on-site Festival display.

Application Guidelines:

1. Complete the artist application form in its entirety.
2. Enclose clearly marked photographs/slides of past work. Each photograph/slide should have a title and brief description. Remember to label each slide or photo with your name and title. Materials submitted with application will not be returned, unless artist provides a self-addressed envelope with postage. Please do not send actual work.
3. Submit a brief proposal of intent. We understand that without knowing the specifications of the space you will work in, this may be challenging. However, this will help us place you in a storefront that most closely fits your needs.
4. Send completed, signed, and dated application, along with supporting materials and proposal to:
Art Up Front
Cambridge Arts Council
344 Broadway
Cambridge MA 02139

Jury Selection Process:

A Jury Committee reviews each application. Applicants are accepted based on the quality of work and/or originality of concept as outlined in proposal. Applicants selected to participate will be notified May 1st.

Art Up Front Participant Information

The Cambridge Arts Council staff will pair each artist with a business location that best compliments their proposal. CAC will provide you with specifications of the space in which you will be working. We encourage artists to see the space during the planning stage, and meet with the business contact. We will also give you the installation date for your exhibit.

Installation and Removal of Art Work

Installations will take place Sunday, May 29, Sunday, June 5, or Sunday, June 12, depending on the location chosen for your proposal. All artwork must be removed by **Sunday, June 19, 2005**. All exceptions must be written, signed and dated by both artist and business contact.

Liability

Artists will take into account the various elements that may harm their work before installation (i.e. sunlight, temperature, wind, etc.). The Cambridge Arts Council will take every precaution to ensure the safety and proper display of work. However, the Arts Council, the City of Cambridge, and the participating business will not assume responsibility for the protection and maintenance of artwork, or other damages incurred during Art Up Front.

Artists will work with the existing display space, and will not make any permanent changes or additions. The Cambridge Arts Council will take every precaution to ensure the protection of display space. However, the Arts Council, the City of Cambridge, and the participating artist will not assume any responsibility for damages incurred during Art Up Front.